

Twin Pontiac Planning Grand Opening Celebration in May

The Pontiac Motor Division of General Motors Corporation announced this week the appointment of a new dealer in Hermosa Beach when Twin Pontiac replaced Hohman & Hadenfeldt, Inc., 505 Pacific Coast Hwy.

Twin Pontiac, owned and operated by twin brothers, Richard and Robert Greenwald, actually began operations on the first of May, but the official announcement was just made. Grand opening festivities for the new agency were tentatively scheduled for the last of May, according to Richard and Robert.

Associated with the agency in the capacity of treasurer, is E. J. Greenwald, the twins' father. Former owners of a new car dealership in Leimert Park, the brothers' experience dates back to 1946 in the Los Angeles automobile industry. Before that they were in business in Akron, Ohio.

Not Easy to Get
Asked why they chose to change affiliations, the brothers replied, "We have always wanted to sell Pontiac, but it isn't that easy to get a dealership. We feel it's the best car to sell and this (referring to the South Bay area) is one of

the fastest growing areas in both population and automotive sales in Southern California."

Robert will act as president of the company, overseeing the service and administrative responsibilities of the agency, while Richard, as vice president and secretary, handles the sales promotion and advertising. The new service manager is Philip Downing, who has been operating his own shop for eight years.

Both residents of the South Bay area, Richard resides at 3918 W. 176th St., Torrance, with his wife, Thelma, and two children. Robert, meanwhile

lives at 2501 W. 118th Pl. in Hawthorne, with his wife, Joan, and two children.

Called in Service
The brothers are originally from Akron, Ohio, where they attended the University of Akron, gaining bachelor or arts degrees in business administration. They both won graduate scholarships to New York University, but in December, 1940, both were called into the service as second lieutenants. (They had gained commissions in the Akron ROTC program.) After both had their initial training, Robert was transferred to the European theater, where he

eventually was promoted to major. He served as an intelligence officer with Gen. Eisenhower in Paris and London. He was with Ike from '42 through '45.

Richard, meanwhile, was transferred from camp to camp never leaving the States while fulfilling duties as an ordnance officer and captain of a company.

Robert is now active with Southern California's 63rd Infantry Division reserve unit at Fort MacArthur and was recently promoted to lieutenant colonel.

LIGHT INCREASE
There were five or six electric lights on 1925 model cars compared with 20 to 38 on current models.

Management Views Oil Field Model in Action

Members of the Management Club of the Columbia-Geneva Steel Division, U. S. Steel Corporation, view an interesting demonstration of the working of an oil field at their meeting on Friday evening, May 6, at the Western Club Cafe in Gardena.

By use of an actual working model of an oil field, J. M. Billings, Richfield Oil Corp. petroleum engineer, demonstrated how underground pressures of gas and water operate below the surface of the earth and how wells are "brought in."

William Foote, attorney for the Richfield Oil Corp., also spoke on the need for effective

legislation to conserve oil and gas reserves in the state of California. If conservation methods were applied throughout the state, he declared, our recoverable reserves of oil could be raised from the present estimated total of four billion barrels to some 8,600,000,000 barrels, an increase of well over 100 per cent.

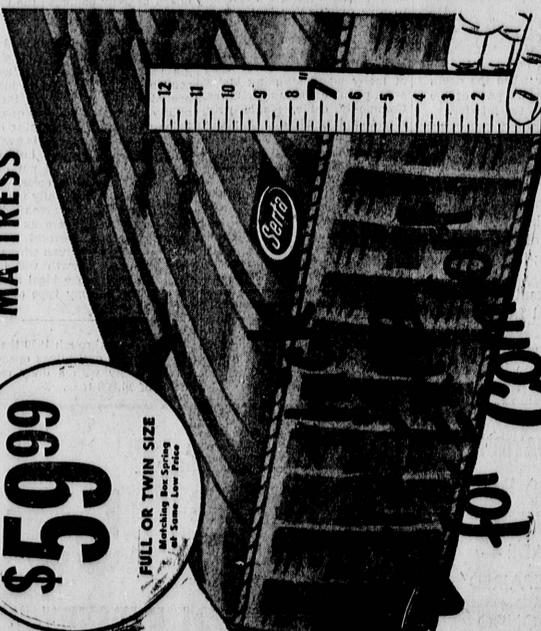
This kind of recovery can be effected, the Richfield spokesman said, only if the oil and gas reservoir is operated as a unit and unitization can be accomplished on under a unitization law.

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